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Bulletin

OF THE

National Tuberculosis Association

Vol. VII JUNE, 1921 No. 6

Christmas Seals for 1921

CHRISTMAS SEAL POSTER "B" TO BE USED IN SIZE 28 x 42.

Preparations for the Christmas seal campaign for 1921 are well under way. Contracts for over 800,000,000 Christmas seals have been awarded to three printing firms in New York, Cincinnati and Scranton, Pa. Contracts for the posters have been awarded to a firm in Chicago.

The accompanying illustrations show the seal and the two different styles of posters. Figure "A" will be used for the small posters in sizes 11 x 14 and

(*Continued on page 2*)

The Annual Meeting

Unusual significance attaches to the annual meeting of the National Tuberculosis Association in New York this year. For the first time in the history of the Association it will meet in the nation's Metropolis. New York has been the Mecca for seekers of information on tuberculosis methods ever since the campaign against this disease was started. The holding of the annual meeting, therefore, in this city affords an unusual opportunity for persons who are interested in any particular methods, whether educational, institutional, or otherwise.

In addition to a splendid program, the preliminary announcement of which is published in the April BULLETIN of the National Association, a unique feature of the meeting will be a special exhibit to demonstrate to workers in attendance the best and most practical methods of tuberculosis work. A historical pageant in six episodes, beginning with the discovery of the stethescope by Laennec and culminating with the Modern Health Crusade, will also prove of special interest. The dispensaries, open-air schools, vocational workshops, hospitals and sanatoria, industrial clinics and other features of the well-rounded tuberculosis program, all of which can be seen in operation in New York, are besides an added inducement.

Pageant at Annual Meeting

A pageant in six episodes and fifteen scenes depicting the history of the tuberculosis movement, will be given in the ballroom of the Waldorf-Astoria on the evening of June 16th in connection with the Annual Meeting of the National Association.

The first episode, entitled "Laennec of France," deals with the discovery of the stethescope. The second episode deals with the discovery of the tubercle bacillus by Dr. Robert Koch. The third episode, consisting of three scenes, presents three important phases from the life of the American pioneer, Dr. Trudeau. The fourth and fifth episodes deal with the Organized Tuberculosis Campaign and the Christmas Seal. The sixth episode introduces King Arthur as the founder of the new world chivalry as practiced by Modern Health Crusaders.

The script for the pageant as well as costumes and settings were prepared by members of the National Association's

(*Continued on page 2*)

BULLETIN
OF THE
National Tuberculosis Association
Published Monthly
in the interest of workers engaged in the Anti-Tuberculosis Movement by the
National Tuberculosis Association
370 Seventh Avenue, New York City

Vol. VII. June, 1921 No. 6

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Vice-Presidents
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Dr. Philip King Brown.....San Francisco
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Grace Douglass.....*Assistant Office Secretary*

THE CHRISTMAS SEAL FOR 1921.

Christmas Seals for 1921

(*Continued from page* 1)

CHRISTMAS SEAL POSTER "A" TO BE USED IN SIZE 11 x 14

21 x 28. The illustration marked "B" will be used for the 28 x 42 poster. In accordance with definite request of state associations, arrangements are being made for the printing of a 24-sheet poster to cover an entire billboard. A special design for this poster is now being prepared. Arrangements have also been made for the use of last year's poster design in a 12 x 14 "For Sale Here" card.

In addition to the seals and posters, the National Association will supply talking points, booth envelopes, teamworkers' envelopes, lantern slides, electrotypes, bangle pins, acknowledgment and follow-up cards and health bonds. Local tuberculosis associations will order their supplies through their state associations. The National Association will furnish Christmas seal supplies to state associations only, except where state associations definitely request otherwise.

Pageant at Annual Meeting

(*Continued from page* 1)

publicity staff. The cast will consist of approximately seventy-five people, among them being some well-known members of the theatrical profession. Mr. Eugene Roder, a former director under Oscar Hammerstein's management, is directing the pageant.

The Hub

Sidelights on the Tuberculosis Campaign as Conducted from National Headquarters

National Association Health Clown

Mr. Ray L. Law has joined the staff of the National Tuberculosis Association as the Association's own Health Clown. Mr. Law has already made an enviable reputation for himself in the West under the name "Chow-Chow." His name will now be changed to "Humpty Dumpty." Further details regarding arrangements for booking Mr. Law will be announced later in the BULLETIN.

Miss Osborne in New England

Miss Osborne attended the annual meeting of the Massachusetts Tuberculosis League, held in Boston, May 14. Among the speakers were Dr. Wm. R. P. Emerson, Dr. Woods Hutchinson, Dr. Edward O. Otis and Dr. D. B. Armstrong. Miss Osborne addressed the meeting on "Looking Forward in the Crusade," and a number of school superintendents, principals and school nurses gave enthusiastic endorsement of the Crusade movement. Liveness of program and speakers, and the fact that between 400 and 500 persons attended, made this meeting the best ever held by the Association. Miss Osborne also conducted a one-day institute at Manchester, N. H., on May 21 in connection with Dr. Emerson's nutrition clinic.

New England Nursing Conference

Miss Marshall attended the New England Conference of the American Nurses' Association, held on May 11 and 12 at Concord, N. H. The program included papers on topics covering many phases of nursing work. She presided at a round table on tuberculosis nursing and spoke before the general conference on the plan for introducing courses of education in tuberculosis nursing in all accredited training schools for nurses.

Tiny Tim's House

Next to a doll's house with real windows and an upstairs and downstairs, a toy theatre is perhaps the most cherished possession of the average youngster. Unfortunately, however, only a comparatively few are able to possess one. Of course, there are movie theatres and "legitimate" theatres, with which many children are acquainted, but they are intended primarily for grown-ups.

It has remained for the National Tuberculosis Association to place upon the market a unique theatre designed and built especially for school children at a price coming within the most limited classroom budget.

An Educational Toy

The new toy, with a serious health message behind its gay exterior, is known as "Tiny Tim's House." It consists of two pieces of cardboard, 22"x31", which form the back-drop and proscenium arch, the former printed in seven brilliant colors. The illustration appearing on this page shows the front arch and back-drop, as well as a small part of the stage. Against this setting the tiny vegetable actors perform their parts. The two pieces are shipped flat, in a case especially constructed for the purpose.

The actors in "Tiny Tim's House" are vegetables of selected species and varieties, according to the characters that are to be portrayed in each play. Potatoes, onions, beets, carrots, spinach and other vegetables can easily be trained to "act." To convert a vegetable into a "finished actor," a hole is cut at one end, and the third finger of the operator's hand is inserted. A crepe paper costume is slipped over the hand and, presto! Mickey Potato, Fluffy Spinach, Cry-baby Onion, or Mistress Bread are ready for the rising of the curtain. The action of the vegetables follows the accepted lines of the puppet or marionette theatre. Almost any person can use the theatre. No special training or dramatic skill is required. Complete instructions for costumes, "make-up," as well as operating the puppets and setting up the stage are included with copies of the plays especially written for Tiny Tim's House.

How It Is Operated

"Tiny Tim's House" can be operated by any amateur. The school children, themselves, will delight in impersonating the characters. The operators sit under the theatre, in front of which a simple curtain is hung. As only one hand is used for each character, two people can play four different parts. The dramatic gestures so essential in all forms of drama are produced by the movement of the operator's fingers. An opening has been made in the floor of the theatre, and through this the "actors" make their entrances and exits.

A few excerpts from the first play prepared for the theatre, entitled "The Champion," follow, and will give an idea of the message, adaptability and general use.

The cost of the theatre with one copy of the play entitled "The Champion," is $2.00, postage prepaid. New plays will be written from time to time, and additional back-drops will be designed for each play. It is expected that the latter can be sold at an extra cost of 75c. each.

Extract from "The Champion"

A Food Play Especially Written for Tiny Tim's House

MICKEY POTATO: Well, as I was sayin', I was mad. So I hit them. They were so scared I could have finished them both, but then that little, flabby, fat Doughnut came waddling over, with a Pickle holdin' on to each of his hands. They all got into the fight and there was that dressed-up Candy Kid standin' in the path, clappin' her hands and screamin', "Goody, Goody!"

FLUFFY SPINACH: Oh, brave good Mickey! Did you fight them all alone?

MICKEY POTATO: Naw, but I could have. Just as I was gettin' my second breath, Jimmie Carrott came along. You know Jimmie. His hair is red and he's a great fighter.

CRY-BABY ONION: Oh, wasn't it lucky that he came along!

MICKEY POTATO: Yes, I suppose so. Well, Jimmie Carrot just whistled and the next minute there was Bill Bean and Pete Pea runnin' up the walk.

FLUFFY SPINACH: Goodness, I'm so excited! Go on, Mickey, go on!

CRY-BABY ONION: Oh, dear, I hope they weren't hurt!

MICKEY POTATO: Give me a chance. And then we heard somebody laugh. And do you know what? There sat Humpty Dumpty on the wall!

CRY-BABY ONION: Humpty Dumpty!

FLUFFY SPINACH: Yes, Humpty Dumpty the egg, you know. He's a particular friend of *mine*.

MISTRESS BREAD: Yes, indeed, and he's a very good, all around Food.

(*Continued on page* 11)

MICKEY POTATO, FLUFFY SPINACH, MISTRESS BREAD, AND CRY-BABY ONION. CHARACTERS IN "THE CHAMPION," THE FIRST OF THE TINY TIM PLAYS.

By-Laws of National Tuberculosis Association

Adopted at the meeting of the Board of Directors, held March 11, 1921.

Article I—Name

The name of this Association shall be NATIONAL TUBERCULOSIS ASSOCIATION.

Article II—Objects

The objects of said Association are:

(a) The study of tuberculosis in all its forms and relations;

(b) The dissemination of knowledge concerning the causes, treatment and prevention of tuberculosis;

(c) The encouragement of the prevention and scientific treatment of tuberculosis;

(d) The stimulation, unification and standardization of the work of the various anti-tuberculosis agencies throughout the country, especially the state and local associations;

(e) The cooperation with all other health organizations in the coordination of health activities;

(f) The promotion of international relations in connection with health activities in the study and control of tuberculosis.

Article III—Seal

The seal of this corporation shall consist of a flat-faced circular die, with the words and figures, "NATIONAL TUBERCULOSIS ASSOCIATION, Corporate Seal, 1918, Maine," cut or engraved thereon.

Article IV—Membership

The members of this Association shall consist of five classes: (a) Members; (b) Life Members; (c) Corporate Members; (d) Representative Members; (e) Honorary Members.

(a) The persons who made application, dated September 6, 1918, for the incorporation of this corporation shall be members without payment of dues until the annual meeting of the members, to be held in 1919, and all persons who are members in good standing on September 25, 1918, of the voluntary association known as NATIONAL TUBERCULOSIS ASSOCIATION as shown by the Membership Ledger of said voluntary association now in the possession of the Managing Director of said voluntary association, shall be members of this corporation with dues paid up to the time to which their respective dues in said voluntary association are paid up, and such members as shall from time to time be approved by the Executive Committee shall be members of this corporation. The dues of members shall be $5.00 a year.

(b) Members may become Life Members upon the payment of $100.00.

(c) Anti-tuberculosis associations other than Affiliated and Represented Associations, sanatoria, dispensaries, open-air schools and similar agencies, libraries and industrial and other corporations, may be Corporate Members, with the approval of the Executive Committee, on payment of $5.00 or more per annum.

(d) Affiliated and Represented Associations, or persons representing such associations, if unincorporated, and selected by them, may be Representative Members, with the approval of the Board of Directors, on payment of $25 or more per annum.

Associations herein designated Affiliated and Represented Associations consist of State Tuberculosis Associations and certain other local associations hereinafter specified, which have and maintain the following qualifications:

(1) They shall not be under the direction or control of any state or local governmental agency;

(2) Such associations must have:

(a) A membership which has representation and participation in its affairs.

(b) A president and other officers, an Executive Committee, a salaried executive or similar officer, and a Board of Directors representative of the territory covered by the association.

(c) The membership must meet at least once a year; the Board of Directors or Executive Committee must meet at least four times a year.

(d) The association must operate under a constitution and by-laws, with an annual program and budget.

(e) The accounts must be audited by a certified public accountant or his equivalent at least once a year, and copy filed with the National Association.

(f) An annual report of accomplishments, receipts and expenditures shall be prepared and made available to officers, members and the public, and given all possible publicity.

(g) All associations shall comply with and carry out the aims and objects of the National Association, submitting such reports as may be required by the Association, and must accept the responsibility of working out and sharing with the National Association means of financing their mutual activities.

The other associations above referred to are the following: District of Columbia Tuberculosis Association, New York Tuberculosis Association, Committee on the prevention of Tuberculosis of the Brooklyn Bureau of Charities, Tuberculosis League of Pittsburgh, Chicago Tuberculosis Institute, Committee on Tuberculosis and Public Health of the State Charities Aid Association of New York.

The Board of Directors of the National Tuberculosis Association shall be the sole judge of the foregoing qualifications for Affiliated and Represented Associations, and of their right to membership and representation on the Board of Directors.

The Board of Directors, by a majority vote, may suspend the foregoing qualifications for Affiliated and Represented Associations between the period of June 13, 1921, and July 1, 1922.

(e) Persons distinguished for original researches relating to tuberculosis, or eminent as sanitarians or as philanthropists who have given material aid in the study and prevention of tuberculosis may be elected Honorary Members by the Board of Directors.

Any members failing to comply with the provisions of the By-Laws of this corporation shall thereupon cease to be a member.

Article V—Board of Directors

Section 1. The Board of Directors of this corporation shall consist of 50 members (designated herein as Directors at large), and an additional number of members (designated herein as Representative Directors), and they shall be divided into two classes of as nearly equal number as practicable. At the first annual meeting held after the adoption of these by-laws, one-half of the members, less any odd number, shall be elected for a term of one year and the other half and the odd member, if any, for a term of two years, and thereafter at each annual meeting there shall be elected for a term of two years directors equal in number to the class of Directors whose terms then expire, and for a term of one or two years, as circumstances may require, an additional number, if necessary, in order to fill all existing vacancies and to provide a Representative Director to represent each Affiliated and Represented Association, as provided in the next paragraph of this Article.

The Representative Directors shall be elected from persons nominated by the Affiliated and Represented Associations and in such manner that there shall be one and only one Representative Director for each such Affiliated and Represented Association, and there shall be in each class of Directors an equal number as near as may be of Representative Directors. Each person nominated by an Affiliated and Represented Association must be a member of the directorate of such association, and in the event that such Representative Director shall cease to be a member of such directorate, or his Affiliated and Represented Association shall cease to comply with the qualifications herein prescribed for such association, he shall *ipso facto* cease to be a member of the Board of Directors of this Association.

Retiring directors who have served two successive terms shall not be eligible for reelection until one year after the year of their retirement.

At least one-third of the total number of the Directors at large shall consist of laymen. The Board of Directors may, at its discretion, fill any or all vacancies caused by death, removal, resignation, disqualification or otherwise, of any of its members for the unexpired term at a regular meeting of the Board, provided that written notice specifying the vacancies to be filled be given in hand or mailed to each member of the Board at least twenty days in advance of the meeting. Vacanies in the ranks of Representative Directors shall be filled from nominations made by the Affiliated and Represented Associations in question

(Continued in July Bulletin)

Modern Health Crusade
DEPARTMENT
Bulletin of the
National Tuberculosis Association

JUNE 1921

"All the World a Health Stage"

Deep down in every human heart lies the desire to be an actor. If opportunity presents itself, that desire breaks forth—and the opportunity and the desire have been brought together in many sections of the country this spring, with splendid results.

In the east especially, "King Good Health Wins," given at the N. E. A. Conference at Atlantic City in March by local school children seems to have started a perfect epidemic of repetitions of that pageant. Burlington, N. J., will give it during their County Health Week, using over five hundred children in the cast. In Morgan County, Ala., the twin cities of Albany and Decatur were the scene of a most successful combination of "King Good Health Wins," and "The Children's Crusade" (from Memphis). Over three thousand children took part in the parade and pageant, which the whole country came out to see. Banners bearing slogans, characters in striking costumes, bands and flags lent color to the long procession of children.

Newspapers featured the story, carrying front-page headlines. In Washington, D. C., the home of "King Good Health Wins," a part of this pageant was featured in a huge Red Cross pageant which was attended by representatives from all over the United States. This health pageant was given for the purpose of instruction to distinguished delegates, who came "to learn what a pageant is and how to stage one for the community at home."

"The Children's Hour"

In Wisconsin it is hoped that "The Children's Hour" may be staged for the National Conference of Social Workers to be held in Milwaukee the last of June. "The Children's Hour" was made possible through the cooperation of the school heads, the chairman of the Red Cross, and the teachers and children themselves who presented it at the Annual Meeting of the Wisconsin Tuberculosis Association last year. It was written by a member of the Association's staff and so many requests have been made for it, that the Wisconsin Association has had a large number printed for sale. It offers great variety of costuming, and to quote Dr. Thomas D. Wood, "The Children's Hour" was the best diversified presentation of vital and graphic methods for training school children in habits, standards and knowledge of health, which I have ever witnessed."

An Iowa Play

From Iowa comes a new play, "The Mountain Meadow," which was written by a teacher and her school children. Even the costumes and scenery were designed and made by them. They presented this charming fantasy with such success before the state teachers' meeting last year that it is to be presented at the July conference of the N. E. A. at Des Moines under the supervision of the Iowa Tuberculosis Association.

It gives opportunity for good acting and has six dances of pleasing variety. The time consumed is about forty-five minutes without the dances. It may be had of the Iowa Tuberculosis Association.

Montana Gives Pageant

Still farther west, two hundred school children of Bozeman, Mont., gave a beautiful "Health Crusaders Pageant" in their new auditorium and the seating capacity of a thousand was taxed to its limit. This pageant was written and produced under the direction of School Department of Health Supervision. Part of it was taken from "The Children's Hour," but it was mainly original. "The Enemy," called a pantomime in three acts, seems especially attractive.

The class captains were out in force, for the Secretary of the Montana Tuberculosis Association presented the banner to the fifth grade of the Longfellow School which had sold the highest number of Christmas seals last year. At the end of the pageant Major Bubb of the U. S. Army conferred the degree of knighthood upon the large group of candidates for that rank.

"Town of Promise"

In Philadelphia, "The Town of Promise," written by a staff member of the Philadelphia Health Council, has met with such popularity that it has been produced in a number of places in the vicinity, though it was written only a short time ago. It offers charm and vivacity as well as good costuming and has been attractively published by the Health Council, from which it may be secured.

On the west coast, Chew-Chew, the clown of the Tuberculosis League has been keeping the children of Seattle in a state of bubbling delight for seven weeks, for clowns and pageants work hand in hand in teaching the ways of health to both grown-ups and children. Chew-Chew is going to other cities of Washington too, and from there to King County where the pupils of the country schools await him eagerly.

Pageant in Mississippi

In Mississippi an elaborated version of "King Good Health Wins," called "Wonderland," was most successfully given at Jackson, and is to be repeated in many parts of the state. The state association provides the services of a director on a 50-50 basis, and rents out a beautiful backdrop specially painted for the play. Two cardboard folders of instructions and suggestions are sent out in the name of the State Legion of Modern Health Crusaders. They give full directions as to what should be done prior to and upon the arrival of the pageant director. The publicity suggestions which we give below are as follows:

"All possible publicity should be given to the pageant. Begin as soon as the date is definitely set before even the Director arrives, make use of newspaper "ad" and motion picture, also window cards and bill posters, but keep your expense well within a certain limit. Try to devise schemes that will not cost much money.

"Ask soft-drink fountains to serve a 'Wonderland Sundae,' or a 'Wonderland' drink for three weeks before the performance.

"If a local printer will donate a very cheap tag with 'Wonderland' and date of performance printed on it, tag everybody

(*Continued on page 7*)

LEADING CHARACTERS IN HEALTH PAGEANT AT ALBANY, ALA.

I washed my hands before each meal today.

I washed my face, ears and neck, and I cleaned my fingernails.

I kept fingers, pencils and everything likely to be unclean or injurious out of my mouth and nose.

I brushed my teeth thoroughly after breakfast and after the evening meal.

I took ten or more slow, deep breaths of fresh air. I protected others if I spit, coughed or sneezed.

Food for Growing Children

Breakfast

Fruit, cereal, glass of milk, bread (whole wheat) and butter, egg.

Dinner

Starchy vegetable (potato or rice), other vegetables (like string beans, spinach, carrots or beets), a little protein (eggs, peas, beans, fish or meat), bread and butter, dessert (plain pudding or fruit).

Supper or Lunch

Milk or cocoa, baked potato or mush, bread and butter, stewed fruit.

The Best Foods

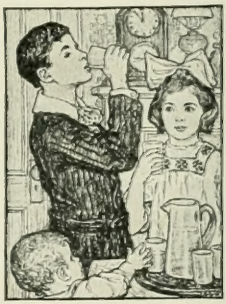
Milk, cereals, eggs, fruit, vegetables, whole wheat bread and butter. Every child needs at least a pint of unskimmed milk a day.

Foods to Avoid

Fried foods, soggy breads, pickles, pie crust, tea, coffee, soft drinks containing injurious drugs, much meat and candy.

I played outdoors or with windows open more than thirty minutes. I tried hard to sit and stand straight.

I was in bed ten hours or more last night, and kept my windows open.



I drank four glasses of water, drinking some before each meal, and drank no tea, coffee nor any injurious drinks.

I tried to eat slowly, and only wholesome food, including milk, vegetables and fruit. I went to toilet at regular time.

I took a full bath on each day of the week that is checked on my chore record.

I tried hard to keep neat, to be cheerful, straightforward and clean-minded, and to be helpful to others.

"All the World a Health Stage"

(*Continued from page 5*)

with it; do not ask for money, but merely ask that they wear the tag; if school is in session these should be given out to the school and distributed for several afternoons at picture shows.

"Ask children to make 'Wonderland' posters to be used in windows instead of regular window cards, and give a small prize for the best letter to the editor of the paper on 'Why I Want to See Wonderland,' written by a small child.

"Instead of printed window cards, printed wind-shields for automobiles could be used with the wording 'Wonderland' and date of performance.

"These things should be done from the time the performance is decided on so that the people will talk about the pageant. It must be left to the judgment of the committee whether or not it is advisable to advertise the pageant as 'A Health Pageant' or simply as 'Wonderland.' "

In North Dakota

To answer the need of the State Superintendent of Schools of North Dakota, "A Pageant of Health" in ten episodes has been outlined. The distances in that state preclude any frequent gathering of large numbers of people and it was necessary to have each episode presented by a separate group which would give it on the final day without rehearsal with the other episodes. It is on a larger scale than many of the pageants and includes in the cast numbers of adults. It is not intended for spoken words but dances and pantomime, as well as processional. The episodes depict the advance of health throughout the history of the world up to to-day. This pageant may be secured upon application to the National Tuberculosis Association.

There is perhaps no way which more widely interests a community than a pageant which requires its combined efforts. Certainly there is nothing else which can give so beautiful and striking a health lesson.

New School Chart

The National Association has just published a highly attractive chart for schools, "Keep-Well Guide for Every Day." It is the sequel to, and a decided improvement over, the "Daily Health Guide," 90,000 copies of which were placed in schools.

The chart is printed on two sides in colors. One side features a dietary headed "Food for Growing Children," and as a border has eleven drawings of a high type of art, illustrating the chores. The other side gives chief emphasis to a time schedule for doing the chores each day, and in the lower border teaches correct diet with a humorous cartoon.

The chart is 22½ by 34 inches and is tinned at top and bottom. The teacher is directed, in fine print, to turn the chart once a month. The price is 22 cents per copy.

The reading matter on the side of the chart in reverse to the one illustrated on this and the opposite pages is as follows:

Keep Well Guide
For Every Day

Morning

Wash hands, face, neck and ears. Drink water. Dress without loitering.

A nourishing breakfast. At all meals chew thoroughly. No tea nor coffee.

Toilet. Wash hands. Brush teeth. Have hair, clothes, shoes and handkerchief neat.

Forenoon and Afternoon

Don't run to school. Walk, and breathe deeply. Stand and sit straight. Study hard. Play hard.* Drink water at recess.

Keep fingers, cups used by others, and everything dirty from your mouth and nose. When sneezing or coughing, use your handkerchief.

Noon

Wash up. Clean finger nails. Drink water. Eat a "balanced" meal. Brush teeth.

Evening

Wash hands and face. Drink water before supper. Brush teeth. Take a bath twice a week. Get ten hours or more of sleep with windows open.

All Day

Be straightforward, cheerful and helpful to others.

A cartoon showing the welcome of good foods and rejection of bad foods by Crusade children is printed in colors beneath the above schedule of chores.

The cartoon is by Maude and Mishka Petersham. The illustrations for the eleven chores, on the first side of the chart, are by the well-known illustrator, Alice Beach Winter.

* If a child is not well or is much under normal weight, rest in the open air is better than hard play, and an afternoon nap is required.

A "Health Week"

Latimer Junior High School, at Pittsburgh, recently had a "Health Week" to promote better health habits among students, teachers and parents.

On the Friday preceding "Health Week," a letter was sent by each student to the parents to secure their interest. On Monday each student and teacher was tagged with a health tag, to make clear the purpose of the campaign. On Wednesday the Jolly Jester gave an amusing and instructive entertainment, emphasizing the laws of health. Health posters were displayed. The current number of the school paper was devoted to health, and health essays were written as a part of the English work. The domestic science department arranged two exhibits.

The student self-government body is now working for results. Each room will have a health officer, to meet once a week with the physical education teachers to discuss health topics to be later presented by the officers to their respective rooms.

THE NEW CRUSADER'S HEALTH GUIDE CHART (Reverse Side).

June and July Meetings

The lesson on temperance for the June meeting of Crusaders may be presented in the allegory printed in this number. Additional material on that subject and the subject for July, "Patriotism of health; marching or military drills; care of feet," will be sent by the National Association on application.

A meeting on July Fourth may appropriately have orations two minutes long by Crusaders. The success of juvenile health talks in Texas, as reported below, carries a suggestion to other communities.

Crusade's Youngest Orator

The spirit that led the school children of Bellaire, Tex., to win three national tournament pennants has produced a health orator even in the third grade. Arthur Greer recently delivered the following address to his fellows. Information from his teacher indicates that this talk and several others are Arthur's own production.

"We children must keep up our health chores no matter how much we have to do. We must take time, because life come before anything else. We ought to lead a clean life if we are going to lead any at all. If we are not going to keep up our health chores we might as well go and jump in the lake, for our life will be just as short. I am going to, and I hope all the rest of you will help me to win the state prize by washing your face and hands and brushing your teeth. Doesn't it make you shudder when you think about those unhealthy germs in your mouth? I know it makes you tickled to think you worked hard and won the state prize over a hundred schools. But even if you had not won the state prize you would win one prize, for you will win a longer life and better health."

The fifth grade at Bellaire dedicated the following verses to Arthur:

A Good Health Talk

Listen, my children, and you shall hear
A short health talk by Arthur Greer.
He says that we should always play
At least a half an hour each day.

Drink fresh water before you eat,
And wash your face and ears and feet.
Brush your teeth at morn and night—
Be sure you keep them clean and white.

Keep yourselves clean inside and out,
And you'll be clean, without a doubt.
Never tell anything but what's true,
And then good health will stay with you.

Eat very slowly and chew food well—
Then with indigestion you'll never yell.
Never sit and face the light—
Then you'll always have good sight.

Friends or Enemies?

Once upon a time there was a great king who ruled many parts of the world, for while no country claimed him as king, he had subjects everywhere. Even though he was not king in name, the kings and queens who sat upon the thrones and the presidents of nations, our own as well as others, were ruled by him, for he had so many subjects in their countries that they dared not drive him out.

Many of them, indeed, thought he was their best friend, for he told everyone that he brought them money and happiness. True, he did bring them money, but it was only the money he took from their subjects, all kinds of people, the very rich and the very poor. But everyone from whom he took the money he brought to the rulers was unhappy or grew very poor indeed, so that the ruler of that country had to spend much more money for them than the king brought him. The rulers and the people did not realize this for a long, long time, for they did not stop to count up the money he took away and the money he gave back.

Money was not all he took. He took most everyone's happiness. True, he gave *much* happiness just while he was with them, which could not be long at a time, but when he went away they found that the happiness he had given was a false happiness, and that they felt much worse after a visit than they had before. For there was always plenty of happiness which did not belong to this king. In fact, he had no *real* happiness at all—only the false.

It was very queer that when he had been the king of anyone a while, that person really came to hate and fear him, though he could not break away, or, if he did, it was only after a very hard struggle. And the king always watched his old subjects and sneered at them and said he would get them back when they were not watching, as he usually did. He sent his best subjects to the poorhouses and the insane asylums, and most of all, he sent them to the jails and penitentiaries. Most of them did not realize that *he* had sent them; they blamed their unhappiness on other causes. But by and by, a few people began to see what this king was doing, for sometimes he grew very careless. They told other people about him and what he was doing—but were laughed at for their caution. People called them milksops and ninnies; but they felt so badly about it, seeing the poor children cold and hungry and the old people going to the almshouses and the men and women to the dirty jails, that they watched this king and wrote about him in the papers, and presently all the people, and especially the rulers, began to see what an evil king he was. So one very great country sent an edict to this king banishing him. He and many of his subjects were very angry and said they would not obey this edict. But the people said that it must be done.

This king's name is Alcohol. You have all heard of him. Most of us know how bad a king he is and would be ashamed to say he was our friend. But many of us do not yet know who some of his best friends are. We think, because they are disguised, too, that they are our friends or are harmless, even if we do not like them.

One of the very popular friends of Alcohol is Tobacco. Many people think that Tobacco is a good friend, especially to men. They do not know that while he is not so strong or so cruel as Alcohol, he takes their money and gives the people little in return. He works so very quietly that they do not know he weakens their hearts and often ruins their stomachs, as well as emptying their purses a little at a time. He tries to make friends with boys by taking the form of trim cigarettes and telling them falsely that it is manly to smoke.

But Alcohol has some friends whom the children do like. They have pretty colors and taste sweet, and one would never know, any more than when he used to meet King Alcohol all dressed up, that they were only seeking to do him harm. For they can make you their subjects and take away part of your health and happiness, just as well as King Alcohol did. They seem so friendly that this is hard to realize. But *anyone* who is like King Alcohol in making people slaves to poisonous drugs is not a friend to either children or grown-ups. We can be sure of that. One such drink contains the same poison as coffee. These cousins are named Soft Drinks. They took that name because there are many harmless Soft Drinks and the bad ones wanted to hide behind the good. The bad Soft Drinks have a host of friends and subjects already, for it is hard to tell them from the good ones. So watch out and learn which are your friends and which are related to Alcohol, for he must never be a king again, even in secret and rob people of their Money, and much more—of their Health and Happiness.

M. Grace Osborne.

Crusade Publicity Gratis

In the *Saturday Evening Post* for April 23rd Swift and Company had a two-page advertisement on the Modern Health Crusade. The advertisement was headed "Another Children's Crusade! This Time for Cleanliness. How the Modern Health Crusade is attracting children's interest in the subject." The advertisement then described the Crusade in fairly good detail and had attached a coupon offering to send to any Modern Health Crusader a trial cake of wool soap for 2c in stamps.

This splendid advertising and publicity was given to the Crusade without solicitation from Swift and Company.

Price Quoting Forbidden

The Bulletin frequently refers to highly useful publications and material that may be purchased of organizations or business firms. The Bulletin would be glad to quote prices but the law for second-class mail, under which the Bulletin is sent out as a free publication forbids price quoting except for material issued directly by the National Association. Readers writing for prices will be answered promptly.

Newspaper Publicity

By PHILIP P. JACOBS, Ph.D., Publicity Director, National Tuberculosis Association

Every tuberculosis worker seeks, and gladly so, to enlist the support of the newspapers of his community in the campaign against this disease. Few workers, however, have a true appreciation of the best methods of approach to the newspapers. This article endeavors to lay down a few general methods of approach, not so much by way of hard and fast rules as by way of suggestion to be adapted to each and every local situation.

What Is News?

First of all, one should have a correct appreciation of what is news from the point of view of the tuberculosis association and the tuberculosis worker. Generally speaking, a newspaper is interested in what the people are doing. This means that if persons in the community who are more or less prominent attend meetings, conduct clinics, make visits, travel to distant or nearby cities, adopt programs, lay out policies, spend money, conduct campaigns, or do one of a great many other things that a tuberculosis society ought to do, these things are of interest to the newspaper and to the news-reading public. Obviously, certain routine things, such as the daily visits of a nurse will be of less interest than a particular excursion of a wealthy patron of the association to visit some spectacular case. *Human interest is the essence of news.*

To cover the ground roughly, news should embody these five elements:

Time

The particular article should have a time relation, that is, the event in question happened to-day, or yesterday, or will happen to-morrow. If the article is written about something that happened in the dark ages or in the days of Methuselah, it is not news. It then becomes merely an interesting note and may or may not be used by the newspaper as "filler." A paragraph regarding the white elephants of Siam or the big trees of California may be an interesting note, but it is not exactly what one would call local news, because it lacks the element of timeliness.

Human Interest

From the point of view of the tuberculosis worker, the story must be human. Tuberculosis is not appealing to the public unless it is discussed in relation to people. This does not necessarily mean that every story must be a sob story. The very fact that Mrs. Jones or Mr. Brown is connected with a particular incident gives it human interest, provided Mrs. Jones or Mr. Brown has sufficient social prominence.

Color

By color we mean that peculiar adaptation of the story to local conditions. Every community has its peculiar problems. The news of the day must relate these to those peculiar problems. If, for example, the tuberculosis association is primarily interested in nutrition classes or public health nursing, the color will probably be supplied from that interest.

Appeal

The story must have appeal. News merely for news sake is not legitimate tuberculosis propaganda. It may be perfectly legitimate news, but it is not the kind of material that a tuberculosis society can afford to spend its money in circulating. In other words, every newspaper story must have an appeal either to the conscience or the health habits of the persons who read it, or to their pocketbooks. The appeal may be very subtle and indirect, but unless the story is "educational," which is merely another way of saying that it is appealing, it is not worth publishing from the point of view of the tuberculosis secretary.

No Editorial Comment

The story must be devoid of editorial comment. Newspaper editors are looking for news and will print news. They do not expect the tuberculosis secretary to write their editorials. Neither do they care for editorials and news mixed together. They do not, as a rule, mix. The story should be a statement of facts, devoid of comment.

Preparing Copy

In the preparation of copy for a newspaper, certain helpful guides and principles may be of value, such as the following:

First Paragraph

The first paragraph of a well-written news story should summarize the entire story. It is not necessary to distort the English language to do this. The paragraph should be straightforward, correct and concise.

"Fine Writing"

"Fine writing" should be avoided. The story should be written in simple, common idiomatic English, with as many Anglo-Saxon and as few Latin words as possible. Technical terms should be strictly avoided unless they must be used to make the meaning clear, and in such cases they should be explained if possible.

Grammatical Construction

Careful attention should be given to grammatical construction. The average newspaper editor is constantly confronted with copy sent in by well-educated people that violates most of the fundamental grammatical rules of the English language. Copy that contains, for example, split infinitives, plural subjects and singular verbs, unfinished sentences, faulty paragraphing, etc., is apt to be discarded by the editor. Many tuberculosis workers would be greatly shocked to notice the poor spelling of common, every-day words in the copy that is turned in to the average editor.

Form of Copy

Newspaper copy should be typewritten wherever possible in double space, with wide margins on either side and at the top and bottom of the page. It is generally better not to put a head on the story. The average newspaper prefers to write its own heads, and is in most cases obliged to do so by the very mechanics of their make-up. The release date should always be specified on a news story, and should indicate whether the story is to go for morning or afternoon, or all papers. It is generally preferable to have a release date rather than to release the story at sight. The release date protects the association and the paper. If the story is in need of a word to the editor, a note at the top stating in a few words the need for this particular story is in order. Of course, copy will be written only on one side of the paper. In consideration for the average compositor and editor, who work under poor light, it is generally best to write copy in black ink on yellow paper in triple space, to allow for editorial changes. It is also good practice to begin a story half-way down the first page, so as to leave space for comment at the top. This is the most readable combination that can be secured. Many a good story has been thrown into the waste-basket on sight simply because it was poorly mimeographed or otherwise prepared. If copy is to be mailed, it is preferable, as a rule, to send it under first-class postage.

Kinds of Publicity

There are a number of different kinds of newspaper publicity. A tuberculosis secretary should be familiar with and should on occasion use all of them. Each method or kind of publicity has its particular place and use.

The News Story

Once in a while, not usually every day, a local tuberculosis society will generate a story of sufficient interest to be circulated broadcast throughout the United States. In such cases the Associated Press, the United Press, the International News Service and similar agencies should be called upon. All of these services have representatives in the large cities. In the smaller towns one or more of them may be represented by a local newspaper. In most of the smaller cities the local editor will determine whether the story is of sufficient interest to be placed on the wire.

Strictly Local Copy

In the average town or county, most of the news that develops is of local interest only, that is, for consumption in the daily or weekly press of the particular community. Wherever possible, such copy should be placed in person, either in the hands of the editor or in the hands of a reporter who has been

Suggestions from the Field

This department of the Bulletin is conducted in connection with the Loan Service Bureau of the Publicity Department. It is designed to give valuable suggestions regarding new lines of work or new methods originated or successfully used by tuberculosis associations throughout the country. Tuberculosis workers are invited to send the National Association Bulletin Editor all information suitable for publication in these columns.

Child Health Parade

Boys' Week, held in New York from April 30 to May 7, began with a parade on Saturday afternoon, and for four hours 75,000 boys marched down Fifth avenue. Toward the end of the parade, came the Child Health Organization Unit, unique and full of action in its dramatization of health education.

A tall and energetic milk Bottle, "Drink Me Every Day," pursued the unhealthy tea and coffee pots down the street. Judge Scales, in dignified manner, announced the proper weight for the height and age. "Four glasses of water a day," as well as bread and oatmeal, were most realistic and tempting in their appeals. Such friendly vegetables as Tom Celery, Charlie Carrot, Paddy Spinach, Billy Beet and Robert Onion, marched in enthusiastic line formation. They were followed by the fresh fruits, "We're Good Friends, Too." Humpty Dumpty, himself, had come to life and beamingly strutted down the line. Undaunted by the April shower, the cleanly boy was taking his daily bath. He did not forget his ears and neck, for the scrubbing of them kept him busy and warm. To show what prowess daily exercise will bring, a strong and muscular athlete swung easily on horizontal bars and performed other gymnastic feats. A bristly toothbrush, big enough for a giant's mouth in order that all might better realize his abilities, urged the public to "use me daily."

So successful was this feature of the parade that it received considerable publicity in practically all the New York dailies, as well as motion-picture news weeklies.

MILK AND THE FRIENDLY VEGETABLES AS THEY MARCHED DOWN FIFTH AVENUE, NEW YORK, IN THE CHILD HEALTH ORGANIZATION'S PARADE DURING BOYS' WEEK.

Do You Need a Traveling Clinic?

Mr. James Minnick, of the Chicago Tuberculosis Institute, has decided to discontinue the use of the Institute's traveling clinic which for several years made successful tours throughout Cook County. So many permanent clinics have been established in the county that there is no further need for one on wheels.

The chassis of the clinic has been removed and will be utilized for another purpose, and the Institute is offering to sell the body of the car.

Tuberculosis associations interested in the purchase of the clinic body should send in requests for further information to the National Tuberculosis Association, 370 Seventh avenue, New York City.

Poster Cuts Gratis

The Philadelphia Health Council and Tuberculosis Committee is disposing of a number of cuts of health posters which were used in Philadelphia for a year or two. The posters gave splendid results, but the committee believes that their effectiveness is now exhausted.

The cuts are in the following sizes: 13 x 10, 12 x 9½, 9¼ x 5¼, 6 x 4

Tuberculosis associations that are able to make use of these cuts can procure them by applying to the Philadelphia Health Council and Tuberculosis Committee, 10 South 18th street, Philadelphia, Pa. The committee will hold the cuts for a limited time, and if there is no demand for them they will be destroyed.

The Message of Milk

The American Red Cross, St. Louis (Mo.) Chapter, has discovered an effective way of teaching its students in the Department of Community Kitchens and Child Nutrition the value of that indispensable food, milk. It issues a four-page folder in the shape of a large, smiling milk bottle. On its expansive front is printed the following introduction:

My name is
MILK

I have a message too;
The message is inside of me.
I want the milk inside of you.

The message on the inside pages reads as follows:

"Dear Little Friend:

"I am the best food. No child can grow to be 'healthy, wealthy and wise' without me!

"You need three glasses of me every day until you are twelve years old.

"Your mother may think I am too expensive. You get more for every penny spent on me than for any other food she can buy.

"One quart of me is equal to
"¾ of a lb. of beefsteak,
"or 8 slices of bread,
"or 2 lbs. of potatoes.

"Keep me clean and cool or I'll get sour and you won't like me.

"You can buy me at the school milk station. You get two crackers with me, and I cost four cents for

A
BIG
GLASS.

"Won't you send a postal every six weeks to me, telling me how much milk you drink every day, how much you've gained when you are weighed at school and where you live?"

Jitney Rides for T. B.

A unique plan for raising funds for tuberculosis work is being successfully tried out by the South Carolina Tuberculosis Association, of which Mr. Philip Warner is Executive Secretary. A suggestion was made by the governor of the state to hold community health drives in all towns with a sufficiently large population. The committee in charge of the rides procures the service of automobiles, enlisting even the jitney men as volunteers, and at the close of a hot summer day everybody in the community is invited for a ride for the munificent sum of twenty-five cents. Wherever it has been tried out the suggestion has been enthusiastically received. The money raised in this manner is to go to the state association and, if especially successful, the funds will be utilized to help out local associations.

The Rotarians, Lions and Civitans, recently promised to organize a ride each. Tickets are being printed at state headquarters and double-barred cross auto stickers are being distributed all over the state in order to give the rides publicity.

"The High Road"

About three years ago a number of the national women's organizations interested in health and welfare of young women called a conference of the physicians connected with these agencies. The conference proved of such interest that a second one was called. Out of these gatherings grew the Women's Foundation for Health, an amalgamation of sixteen of the leading organizations of women in the United States. This Women's Foundation is launching a constructive health program designed primarily to reach young women, but with a broader community program in the background. Instead of preaching health from the somewhat negative angle of disease prevention, it is planned to preach the problem from the angle that health is a mental and spiritual quality as well as a bodily condition, and that it is the positive possession of vitality, enthusiasm and love of life that makes life worth living at all. In other words, the Foundation aims to intensify the age-old idea that health can be largely self-determined.

For the purpose of launching this constructive campaign, the Women's Foundation has brought out a three-reel motion picture entitled "The High Road." From the point of view of photography, message and general construction, this film seems to be of a most superior quality among propaganda motion pictures. The photography and production has been done by Carlyle Ellis of New York. The plan for the picture was formulated by the Bureau of Social Education of the Y. W. C. A., which is doing the actual work of the larger organization, the Women's Foundation.

The story of "The High Road" is typical of small towns and cities anywhere in the United States. It is a true picture of conditions only too familiar to social students. Sheraton, the mythical community, is so dull for the young folks that they run largely to unchaperoned automobile rides at night, to gay parties, to pool rooms and to other forms of recreation that are somewhat questionable in their moral and physical influence. Proper facilities for community and individual recreation are wholly lacking. Back to this town comes Edith Lee, an upstanding girl in her teens, who has spent two years in a larger city. Through the Y. W. C. A. she has learned how to live. This awakening has come to her through the health inventory, a bodily appraisal that revealed to her her capabilities and her opportunities as well as her shortcomings. A marked transformation had taken place in her when she came back to Sheraton, vigorous, graceful and resourceful.

She had visions of revolutionizing the old town. She found, however, that even her dearest girl friend was still the dawdling, anemic, frivolous and parasitic young person of the younger days. A younger sister of the friend had not had time to be spoiled and in her Edith finds an ally.

Aroused by the social inertia of the town, she sets about to stir things up. She starts simply, with a revival of tennis and hikes for the younger girls, and finally develops recreational facilities in her father's factory, where she meets Lloyd Nicholls who has charge of the social work of the plant. After a good deal of opposition Edith wins the cooperation of the women's clubs and as a result a health-week campaign is launched. The proceedings are a wholesome shock to the community. Men and women begin to see how far short the town has been in supplying its own social needs. A new spirit is organized and the Sheraton of five years later reveals a town that has found itself and learned how by living on a newer and happier basis with the health ideal firmly established as a community and personal possession that life can become much more worth while.

Information concerning the purchase or rental of the film may be secured from Carlyle Ellis, 71 West 23rd street, New York City.

Unusual Leaflet

The New Haven Health Center, New Haven, Conn., is distributing an unusually attractive, four-page health leaflet among the Italian population of the city.

The leaflet is printed in black and red on buff-colored stock and in order to impress the serious message more firmly in the minds of sons and daughters of sunny Italy, it is embellished with a number of exceedingly well-drawn and well-thought-out cartoons.

The folder is well worth a little study by tuberculosis organizations who are planning to publish similar printed matter.

"Caution!"

Almost every tuberculosis association to-day is a user of motion-picture films. In order to avoid accidents as well as financial loss, the Interstate Commerce Commission requires the use of red and yellow caution labels on all film cans. Most shippers of health films are acquainted with this ruling, but it sometimes happens that new staff members underestimate the importance of using the labels. The National Association, therefore, wishes to call the rule to the attention of film shippers.

Mail Healthograms

The health officer of Charleston, S. C., recently sent out a healthogram throughout Charleston County, urging people to screen their homes against flies and mosquitoes. The healthogram was sent out in the form of a letter. The copy reads in part as follows:

"If flies and mosquitoes could write letters, this is what they would probably write you:

"'To the citizens of Charleston County:

"'We expect to visit your section within a few days. Our Mrs. Mosquito will bring her usual line of fevers, including her world-renowned specialty malaria, while our well-known Mr. Fly will not only try and make typhoid fever popular this season, but will pay especial attention to babies under two years of age, to whom he will offer diarrheal diseases of all kinds, such as colitis, summer complaint, dysentery, etc.

"'Kindly delay putting up your screens until too late.'"

Tiny Tim's House

(*Continued from page 3*)

MICKEY POTATO: Well, you know, Humpty Dumpty can't fight much without breakin'. So he sat on the wall and laughed and directed the rest of us. Begorra, it was a fight! And we licked 'em—Jimmie Carrot, Bill Bean, Pete Pea and me—and Humpty Dumpty eggin' us on. After about three minutes there lay fat, old Doughnut, with his hole bigger than ever, and the Pickles all soft and squashy, cryin' vinegar tears. The Tea and Coffee twins were oozin' down the walk. And Candy was meltin' with embarrassment, her stiff, paper frills all crumpled and crushed.

FLUFFY SPINACH: How wonderful! I'm going right back to my bed and finish my beauty sleep, so that I'll be fresh and crisp and dewy in the morning.

CRY-BABY ONION: And I'm going to grow into a real, strong onion, so that Tiny Tim will taste me in every dish I'm in!

Newspaper Publicity

(*Continued from page 9*)

trained to call and get the material. Tuberculosis secretaries do well to cultivate the reporter who has a certain "beat."

Boiler Plate

Most of the weekly papers and many of the dailies in towns of less than 250,000 use a certain amount of boiler plate, that is, ready-to-print material furnished in metal strips by some syndicate agency. The principal boiler-plate distributing agency in the United States at the present time is the Western Newspaper Union, with branch offices in about thirty different cities throughout the United States. It is customary to buy this service from the Western Newspaper Union, paying so much per page per paper. Material may be furnished in columns, or in pages, or half pages, or quarter pages, as the case may be. It may be illustrated or straight type matter. When it is supplied to the newspapers it avoids the expense of composition, which is usually the largest single item of mechanical expense in the preparation of a newspaper.

Matrices

The use of "mats" or matrices is also of value in the larger papers. A mat is also a ready-to-print device. It is merely the impression of type matter on a sheet composed largely of asbestos fiber, which is used as a mold for casting metal plates. The process of casting is called stereotyping. Newspapers that do not have stereotyping plants or casting boxes cannot use mats. The number of mat-using papers, therefore, is about one-tenth the number of plate-using papers. The mat has this advantage chiefly over the plate in that it is less expensive and is more easily mailed.

Special Services

In most local communities it is possible by proper cultivation of the editorial and business management of certain newspapers to secure special services from the papers. In many communities the local tuberculosis societies have a weekly column either in the form of questions and answers, or in the form of special articles. This is not exactly news, in the sense defined above, but it provides an opportunity for the tuberculosis association to present its message in a regular way to the people. In the use of such service great care should be taken in the preparation of material and also in distinguishing between the type of material used and straight news. Feature stories are of value, but they have their distinct limitations and are not to be used as a substitute for all other newspaper publicity.

Creating News

Tuberculosis at the best is a dull and more or less uninteresting newspaper subject. The local societies that get the most news in the papers are the ones that create news. If the average tuberculosis secretary waits for news to develop he is not likely to get very much newspaper space.

For example, the St. Louis Tuberculosis Society every year gets columns and pages of newspaper space on its annual ball game, not only for weeks before the ball game, but on the day of the ball game and afterwards. Quite aside from any financial return, the publicity value of it is probably double the financial value. A health parade, a referendum campaign, a medical examination day, a conference or meeting, a play or a pageant, and, in fact, any spectacular thing that carries an educational message will create news. The New York City newspapers are among the hardest to reach with news stories. A year ago, Mrs. Canfield, of the New York Tuberculosis Association, proposed and developed a "Children's Strike," which produced several columns of news in the New York papers. She merely created news where there was none before.

A Word of Warning

As indicated above, tuberculosis societies will do well to cultivate the newspaper reporter. An intelligent appreciation of the reporter and his difficulties will go a long way toward keeping the work of the tuberculosis society before the public. Some time ago the publicity advisers of the Federal Council of Churches, in a report on their publicity program, issued the following warnings regarding the use of newspaper men, which are of pertinent interest here:

"(a) They resent being used, but enjoy being consulted.

"(b) They have a sixth sense for detecting insincerity.

"(c) They have no knowledge of different creeds, but are much appealed to by the evidence of united effort and effective work.

"(d) They are accustomed to being trusted implicitly.

"(e) Newspaper criticism, however unpleasant, performs a great public service. Don't shut reporters out because you think something foolish may be said in the meeting. Let them in and you will be much less likely to say anything foolish.

"(f) Reporters are glad to do nice things for people who are taking trouble to do nice things for them. Pass along any news items which may come your way, whether they be church news or not.

In conclusion, let me say that there is no easy high road to newspaper success. The tuberculosis secretary must be a press agent and publicity promoter. He is selling to the public an extremely difficult article, one that the public is not interested in, namely, their own health. There is no limit to the ingenuity and initiative which he may exercise in getting his message over through the news papers.

Reorganization of Government Departments for Ex-Service Men

The President's committee, of which Brigadier-General Charles D. Dawes was chairman, recently met in Washington for the consideration of plans for improving the service for disabled veterans of the world war. The significant features of the report submitted by the committee refer chiefly to (1) centralization and unification of authority in Washington; (2) decentralization of administration in the field; and (3) a hospital construction program by a special Committee of Consultants, appointed by the Secretary of the Treasury.

There is to be, according to the plan outlined, a Veteran Service Administration, with a director-general in charge. This Service Administration will be comprised by the Bureau of War Risk Insurance, the present Division of Rehabilitation of the Federal Board for Vocational Education, and such part of the United States Public Health Service as has recently developed for the physical examination and assignment for treatment of disabled ex-service men. This part of the Public Health Service includes all the fourteen district offices and their personnel. A new department will also take over all contracts with state, municipal and private hospitals and sanatoria caring for ex-service men. The Public Health Service will continue its present control of government hospitals for treatment. The National Home for Disabled Volunteer Soldiers will likewise continue the care of disabled ex-service men in its ten branch homes.

As a preliminary step in the reorganization plans, the Secretary of the Treasury, exercising the authority already vested in his office, has ordered the consolidation of the Medical Services of the Bureau of War Risk Insurance and the district offices of the Public Health Service. He will probably also arrange for taking over the medical service of the Federal Board.

Plans for new hospital construction are now being formulated by a special Committee of Consultants, appointed by the Secretary of the Treasury of which Dr. William Charles White, of Pittsburgh is chairman. The White Committee has called to its service representatives of the National Tuberculosis Association, National Committee for Mental Hygiene and the National Home for Disabled Volunteer Soldiers. The members of this Advisory Committee are gathering the data necessary for the consideration of the White Committee and are submitting proposals for the allocation of the eighteen million six hundred thousand dollars recently appropriated by Congress.

H. A. Pattison, M.D.